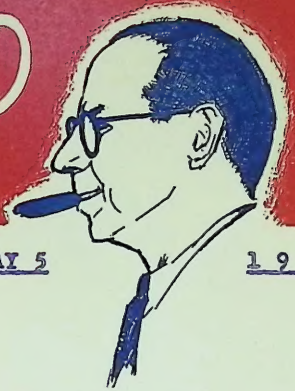


# Ballyhoo



VOLUME 3

NUMBER 13

MAY 5

1954

OUR APRIL  
"BONANZA" WINNERS

Another month has gone by the boards in our six month long drive ... Another group of winners has made our front cover ... Believe me, it's always nice to eulogize those showmen who have made and continue to make this, our BALLYHOO, the important factor it has become in the operational activities of "B" District ... And here they are ... our April winners.

GROUP "A"

1st PRIZE - James P. McDonough  
2nd PRIZE - Robert Harvey

GROUP "B"

1st PRIZE - Olga Sharabura  
2nd PRIZE - Al Hartshorn

Congratulations Jim, Bob, Olga and Al ... It's no accident that you captured the top spots in our contest, this month. Your entries are on my desk each and every week ... and there's always something just a little different to the average, run-of-the-mill publicity activities included ...

This is Jim's second win in four months, and a first for Olga ... Bob Harvey and Al Hartshorn each have two seconds to their credit. There are no secrets ... They win because they try ... and keep trying. They do a selling job on EVERY incoming attraction ... Some are a little tougher to sell than others ... but they take full advantage of every exploitation angle ... and when a real one comes along ... they give full play to their imaginations and ingenuity and come up with truly championship campaigns, and points by the thousands ... and that's what wins contests.

So ... again, congratulations winners ... Keep trying, keep Ballyhooin", and continue to set an example for every wide awake showman in this and every other district.

D.E.K.



## WELCOME GEORGE

George Forhan Jr., manager of the Montcalm Theatre in Hull, has been promoted to manager of the Capitol in Welland effective immediately. George has a fine record of effort and achievement, and will be a welcome addition to the gang comprising "B" District. You're a member of the BALLYHOO family now George ... and we'll expect to hear from you regularly. Good luck, lad.

George's assistant will be Mort Grant, who moves over from the Seneca in Niagara Falls, where he has been assisting Jack Ward for the past couple of years or so. John McGreary leaves Welland to take over Mort's work in Niagara Falls. Looks like a good set-up all around. Lots of luck fellows.

X.X.X.X.X

## WHY BUDGETS?

I sometimes wonder ... for all the good they do as regards expense control. But, the worm has turned, and from this day forth we're going to do something about it.

The budget for your theatre has been prepared by experts, and based on figures available over many, many years. I have studied them and they are fair and equitable. They are there to guide you in a systematic control of controllable expenses ... Nobody has been very tough about it, that is, UNTIL NOW! Get mad if you like, guys, but, as of now, I expect every manager to stay strictly within his budget figures, and please do not request budget increases unless you had personally discussed it with me in advance. Otherwise ... no go.

The above applies to every classification on your T-144. If you don't exceed your budget, you won't be faced with the problem of dreaming up explanations every week. So ... let's be good businessmen, huh?

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## LAMP CONTROL

Further to what I have written about constantly checking supplies and keeping them under lock and key ... How about instituting an inventory control over your stock of electric light lamps? It's easy ... Have a card in your stock room listing your lamps according to size ... Enter all new lamps added to stock, and sign in for lamps removed, location and reason ... Check this control card **PERSONALLY**, and often ... and I'll bet you a plugged nickel, you won't be ordering as many lamps in the future ... Think it over.

X.X.X.X.X

## OPEN SAFES

I know ... it's a chore to have to use the combination every time you have to open your safe ... it's easier to give it a half-turn so that all you have to do is turn it back, and presto ... you're in. Don't do it fellows ... We're not protected for burglary from open safes ... I'd hate to see you have to pay back a day's deposit which just "walked off" when you weren't looking.

## LAMPS ... 120V OR 140V ?

My story on the life expectancy of electric light bulbs, based on voltage designation has resulted in several repercussions ... It now appears that by prolonging the life of the bulbs we consume more energy, which results in a draw, with no savings to us ... However, this is now in the process of being investigated with a view to both increasing the life of the bulbs, and keeping our hydre consumption at a minimum. Remember the "Voltage at the Socket" deal of twelve or fifteen years back? That's it, and you will probably be advised of the proper procedure in the very near future.

In the meantime ... please remember - Every electric light lamp you purchase is guaranteed for a minimum number of hours ... We pay for that guaranteed life, and are entitled to it. If your lamps are popping off faster than they should, NOTIFY YOUR SUPPLIER at once, and demand replacements.

But, be fair about it too ... Tag your lamps to make sure that you can back up your claims ... als, keep the prematurely burnt out lamps for return to the factory.

I think we're getting somewhere ... at least we've started some action. It can't help but pay off in more efficient operation.

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## HEADLINE HUNTERS

I note in the April 24th issue of SHOWMEN'S TRADE REVIEW, the entire "Exploitorial" column devoted to Jack Bridges ... also stories on Paul Turnbull ... Bob Harvey ... Herb Chappel and Mel Jolley.

In BOXOFFICE, under date of April 24th, Bob Nelson winds up with two pictures and a good story ... Bob Harvey's exploits are covered in a story which takes up the best part of a page.

The April 21st EXHIBITOR carries a nice story on Jack Bridges. Nice going fellows ... I get a kick out of seeing your names in print. I also know exactly whose names to expect to see. It's a simple fact ... if you don't send any material, you can't expect to see it published, and I know that all the above are consistent donors to the columns of our trade press.

Get that, Jim? And Al, Len, Art, Herb, Norm and the rest of you guys ... Drop the boys on the trade sheets a note now and again ... and we'll be reading about you too ... and it makes mighty sweet reading.

X.X.X.X.X

## VACATION TIME

It's May, and thoughts begin turning to the annual vacation ... Please let me know just as soon as your plans are made, when you expect to get away ... and, just for the record ... what your plans are for this summer ...



BALLYHOO BONANZA

SCORE-BOARD

APRIL 1954

<u>GROUP "A"</u>	<u>APR. 3</u>	<u>APR. 10</u>	<u>APR. 17</u>	<u>APR. 24</u>	<u>BONUS</u>	<u>APR. TOTAL</u>	<u>GRAND TOTAL</u>
Jim McDonough	1600	10,100	600	3400	1000	16,700	48,200
Bob Harvey	900	3900	500	7600	1000	13,900	45,400
Art Cauley	4400	3200	1800	2700	1000	13,100	56,400
Ted Doney	4100	2200	1100	2700	1000	11,100	34,900
Mel Jolley	800	1000	1900	1000	1000	5,700	26,800
Herb Chappel	900	300	1900	1100	1000	5,200	22,100
Vern Hudson	1100	1000	----	1500	----	3,600	19,400
G.J. Jeffrey	----	----	----	3500	----	3,500	15,300

GROUP "B"

Olga Sharagura	2300	1500	600	6600	1000	12,000	31,200
Al Hartshorn	1900	1900	2300	3000	1000	10,100	34,300
Len Gouin	2300	1100	600	4500	1000	9,500	36,400
Norm Gray	600	4800	300	1600	1000	8,300	25,200
Paul Turnbull	1200	1800	300	300	1000	4,600	22,900
Ed Landsborough	300	300	300	900	1000	2,800	20,800
Jack Bridges	600	300	1200	----	500	2,600	34,400
Bob Nelson	800	800	----	----	500	2,100	26,500
Jack Ward	----	300	----	600	----	900	11,100

X.X.X.X.X.X.X.X.X.X.X.X.X.X.X

So there you have it gang ... and I can't say that I'm too surprised ... Jim McDonough loaded himself with points on the basis of his terrific carriers' show in the second week, and Bob Harvey made second place in the final week of the month ... Some pretty fancy totals being piled up.

In "B" Group, Olga finally came through, and that 6600 points on her ROB ROY deal pretty well clinched the top spot for her ... It's her first win, and she certainly slugged for it. Al Hartshorn came a close second ... for the second time. Like to try for a first, Alfie?

In every instance the winners have CONSISTENCY on their side ... they're in there week after week ... Always trying ... always plugging away. That's what winners are made of.

A NOTE OR TWO ABOUT OUR CURRENT

Ballyhoo

BONANZA

So-o-o ... we have four new winners ... champions for the month of April ... What a job those four did ... but you should know of their exploits ... that is if you've been reading your copies of this BALLYHOO of ours regularly.

Still two months to go ... we're in the home stretch now ... and every one of you still has a chance to earn a place of honour in our WINNERS' CIRCIE ... All you have to do is TRY, and keep on trying until it results in accomplishment ... It's that easy ... but fellows ... you can't get in there if your record shows nine misses out of sixteen weeks. Get in there and start swingin' ... This is supposed to be a district-wide effort ... Believe me, it is not restricted to the half dozen who come through week after week, and month after month. IT'S YOUR CONTEST and YOUR BALLYHOO.

I know I'm going to hear a howl from Jack Bridges ... and will probably receive a batch of stuff in a few days with enough points to have placed him pretty close to the top. Sorry Jack ... can't hold up the works until you decide to get in ... But we'll credit you with the points, and will bring our standings up to date. Same goes for Bob Nelson. We have to be fair to everybody ... try to get your material in EVERY WEEK, fellows ... that is, if you want full credit when the winners are named.

You've read the score-board, and know now exactly where you stand at the two-thirds mark ... In the overall picture, in Group "A" Art Cauley still leads with 56,400 points, Jim McDonough is second with 48,200 and Bob Harvey third with a total of 45,400. Group "B" shows Len Gouin leading with 36,400, Jack Bridges second with 34,400, and Al Hartshorn third with 34,300 points.

There's room for YOU at the top ... Reach for it ... the leaders are starting to bunch up, and that's good. I like to see a close race ... let's make it a Foto-Finish ... Two months, a total of nine weeks to go ... MAKE THEM GOOD ... and let's see some new names in the top spots at the end of May.

## BALLYHOO DRUMBEATERS IN ACTION

This week's resume of activities winds up April ... and from the looks of the material, it would seem that my constant beefing is beginning to pay dividends ... a 100% improvement, I'd say ... Thanks fellas ... but, keep it up. I don't enjoy cracking the whip any more than you do ... but if it's going to get results, why ... it's gonna keep right on a 'crackin' ...

You've already studied the April score-board ... Looks pretty good, huh? Brother-r-r ... would it have been skimpy minus this week's entries ... So, you really CAN produce when you have to ... Well! YOU HAVE TO. Nine more weeks to the finish line. Let's make them the nine best weeks we've had. And now that I've had my say, suppose we get down to reporting ...

## CAPITOL - SUDBURY

I suppose I should take back a few of the cracks I've been making about Jeff ... and his apparent lack of interest in our BONANZA ... Seems the lad's been laid up for a couple of weeks with a strained back ... was hardly able to ambulate ... Well, what's the matter with your assistant? Bob's a pretty big fellow ... able bodied and all that ... Let him earn his keep ... he's more than just a book-keeper, you know. Anyway, hope you're feeling better now, Jeff, and let's see you in here EVERY WEEK.

Jeff got out this week and sold three good co-op ads, tying in with NIGHT PEOPLE and the International Harvester Company. An excellent display in the Capitol lobby, and three separate ads in the daily by local I.H. dealers. Good front display coverage.

C H N O came through with a free fifteen minute star interview on 'Jeff's next attraction THE COMMAND.

## TIVOLI - HAMILTON

Friend James has been busy chiselling space on his renovation project, and secured an excellent story in Johnny Robinson's very popular column in the Spec, as well as stories in the News and Review.

For his date on NIGHT PEOPLE, Beautyland Salon ran a 300 line ad, a pretty healthy portion of which featured a cut of Rita Gam, plus good attraction copy.

Jim arranged to have the official opening of Air Cadet week in Hamilton coincide with the run of the feature ... the cadets paraded from Gore Park to the theatre, bugle band and all, which got him stories in the Spec and News.

A good three column scene on NIGHT PEOPLE appeared in the Spectator right at the head of Robinson's column, which certainly stole the page right out from under the noses of his competitors.

Jim promises big things when his theatre is ready to start bragging about the new air-conditioning, seats etc. which are in the process of being installed. You just toss it at me Hamish, I'll give you an honest count ...

## ORPHEUM - SOO

Olga is a patient lass ... Most of her product is by no stretch of the imagination the most saleable in the world, but she does manage to send something in every week ... and when friend Hoggie manages to latch on to something a little different for her ... like, say ROB ROY ... brother-r-f ... just watch her smoke. The selling job she did on this attraction lifted her right into the top spot in her group ... and you should see her B.O. statement for the week!

Olga and one of her ushers did a dressing up job on the theatre front which was a joy to behold ... they did the entire front in McGregor plaid wallpaper ... with ROB ROY literally screaming at the passers-by on either side of her box office ... Hundreds of people took the trouble to drop in and congratulate Olga on the originality and effectiveness of the display.

In spite of the local Star's non co-operation, Olga got out and sold a complete page of co-op ads, and I do mean co-op ... Every participating merchant mentioned ROB ROY in one form or another, and naturally made reference to theatre and play dates. A swell page, and well worth the additional effort ...

Mayfern Fabrics, the Soo's largest fabric shop, devoted an entire front window to a display of plaids, photos and good theatre copy ... The leading men's store also gave Olga their largest window, dressing their mannequins in tweed jackets and coats, with plaid scarves etc., using one sheets and stills from the picture as a background ... The Fashion Shop placed a model dressed in McGregor plaid with matching plaid accessories in their doorway, spotlighting it in the evenings ... most effective ... The Tiny Tot Children's Wear shop also played along, and came through with a grand display of plaids for the younger lassies and laddies ... Moore's Music Store featured their Scottish airs and music books in the front window ... T.C.A. put in a window with the "Fly to Scotland" theme. ROB ROY prominently mentioned in all the above displays.

Virenes Ladies' & Mens' Wear put in the most attractive window of all - and very colourful too. Plaid blankets formed the background, with mounted ROB ROY stills splattered over them ... All the mannequins were dressed in plaid outfits, with theatre copy aplenty ... Virenes also put in a window on Samsonite luggage to tie in with ROB ROY ... this type of luggage was just being introduced into the Soo, and Virenes had 5,000 heralds made up, more than half the copy devoted to ROB ROY. These were distributed in the theatre, and to all the store's customers. And please remember, the store paid the full shot for this deal. In return for this, Olga permitted the store to set up a small display of luggage in her lobby.

In addition to the front, Olga carried the Scottish theme right through her theatre ... confection bar, mirrors, everything. Her staff was attired in plaid outfits, berets and all ... The whole theatre looked like a little bit of Scotland ... Four girls dressed in Tartans - borrowed from a local dancing school - were out on the street distributing heralds.

Olga reports that the highlight of her campaign was the bagpipe parade ... which not only had the blessing of the police



## ORPHEUM - SOO (cont'd)

department, but the chief also provided a mounted escort ... The group paraded along the Main Street, and stopped in front of the theatre, playing several selections. During the final number, four lassies did the Highland Fling. The streets were lined with spectators, the crowds hollering for "more" ... Quite a stunt, and naturally, Olga was thrilled about the whole thing.

By coincidence, the junior North American champion Scottish dancer was in the Soo the day ROB ROY opened ... Olga doesn't have a stage, but invited the young lady to attend as her guest, and introduced her to the audience just before her Foto Nite presentation ...

On Sunday evening prior to the midnight show C J I C ran an excellent fifteen minute program, and also featured Scottish tunes on all their musical shows during the run of the picture ... Campbell's Furniture store made several mentions of ROB ROY on their Wednesday evening radio program.

Guess that's about it from Olga ... Think she deserves the top spot in her group? I certainly do ... both point-wise, and for the tremendous effort she put into this selling job.

## GENTURY - HAMILTON

The Hamilton News ran another free ad - 480 lines, plugging the PETER PAN colouring contest which Mel is running ... several hundred entries have been received to date. The Review came through with their weekly co-op page. How's about some street and window action Mel?

## REGENT - OSHAWA

Al's I SAW deal still going strong in the Times-Gazette, and the newspaper is most happy with the results to date ... as is also, Al. The daily also ran a good scene on an off-theatre page on LITTLE BOY LOST.

Al succeeded in getting two excellent windows on THE CADDY. One was at Victor's Sports and Cycle shop, and the other at Bolahood's Sportshaven. Each featured six-foot cut-outs of Jerry Lewis, promoted from Win Barron at Paramount. I saw the windows, and they're pips.

Paramount also supplied a star interview disc on the same feature, which was aired on opening day over the popular afternoon program "Showcase" ... In addition to this disc, the deejay used 30 minutes of Crosby recordings with excellent feature and theatre plugs. Good displays are still used in the Metropolitan Store lunch counter area, and the Genosha hotel.

## CAPITOL - GALT

Ed arranged a good window in Rdisdale's Music Shop on KISS ME KATE, with albums, sheet music and stills as a background ... All Grey Cabs carried window stickers on LITTLE BOY LOST, and the big-hearted Reporter finally came through with a good scene on the same feature. Keep banging away at them Ed ... they'll get tired of saying "no" sooner or later, and then you'll really be in.

## CAPITOL - NORTH BAY

Bob tied in with International Harvester who held a draw for a new refrigerator from the Capitol stage ... In return for this, three good co-op ads were secured with local I.H. dealers. The high-light of this deal is that it's the first time in the history of the firm that they have gone for any type of co-operative advertising. It's a good start, Robert, and another "first" for you.

Pepsi Cola gave MOGAMBO mention on five successive days in their newspaper ads, and also bannered all their trucks and made mention of picture and theatre on their radio program.

Palangio Motors made up several thousand dodgers, with more than half the space devoted to MOGAMBO ... the trucks used in the picture, being the basis for the deal. These dodgers were handed out by the garage, on the streets, and also inserted in the daily newspapers by the carrier boys. Palangio's also bannered all their trucks, and gave Bob their full front window.

For a street bally, Bob had his usher dressed in a gorilla costume, climbing around down town buildings, posts etc. Talk about excitement ... every youngster in town followed the monk around. Naturally he was well bannered with theatre copy.

An excellent window in a local down town sporting goods store tied in their hunting and fishing tackle ... Twenty five large arrows were posted in good locations, all pointing the way to MOGAMBO.

## PALACE - GUELPH

Since no trailer was available on NIGHT PEOPLE, Herb had the lads at the radio station cut a disc for him, which he used in advance of the showing, and the station used daily on one of their morning shows.

Good scenes appeared on off-theatre pages of the Mercury on NIGHT PEOPLE and QUO VADIS.

## CAPITOL - ST. KITTS

For ROSE MARIE, Vern was able to place good art and copy in the window of Cavers Music Store, who also used a press-book slug in their newspaper ad, with theatre credits.

Jack Dawson, popular local D.J. played the entire album on his afternoon program, with many good plugs. Vern's Morning Melody program still a daily feature, with musical numbers from his attraction plus good theatre and playdate mention.

## GRANADA - HAMILTON

Paul used a sandwich board at a main intersection to plug his Easter attraction BELOW THE SAHARA ... Several local trucks were provided with posters which they used on their back doors to advertise his Kiddie's matinee. The Granada candy counter sported a bright, new Easter outfit, complete with comic cut-outs of Bugs Bunny and other popular cartoon characters. No points, but shows that Paul's on the job in other departments as well as publicity.

## ALBAMA - SOO

Norm had an excellent, and original standee made up for HELL AND HIGH WATER, which was placed on the sidewalk in front of his boxoffice ... This was in the form of a large atomic-mushroom shaped cloud issuing from the ocean, with theatre copy filling the centre portion. People stopped long enough to read it, and comment on its originality.

The local sea cadets were Norm's guests at a showing of the feature, and paraded to the theatre in full uniform. Traffic was stopped for a few minutes while they went through their paces on the street in front of the theatre.

The entire theatre presented a marine appearance, with even the candy bar and drink machine tagged as "dry" and "wet" canteens. The box office was his "pay office" ... The ship's bell from the S.S. Marie was on display in the lobby ... Pictures of Canadian navy ships were prominently displayed in and out of the theatre ...

Norm has already started his campaign on LUTHER. One day last week he attended a meeting of the Soo clergy, where he delivered a half hour address on the attraction. All present promised him their complete co-operation.

## SENECA - NIAGARA FALLS

For his Easter program RIDE VAQUERO and the Disney Cartoon Festival, Jack promoted a good down town window which he dressed with one-sheets and stills, plus good copy cards. For his double bill, SCOUTMASTER and BROKEN ARROW, he placed a double sandwich board at an important down town intersection.

## CAPITOL - PETERBORO

For TENNESSEE CHAMP Len arranged with the local boxing club, which was staging a boxing show at the arena at the same time, to make frequent announcements over their p.a. system from the ring ... Nothing like going after the people most interested. A large card with stills and good copy was placed next to the arena's box office window a full week before the picture opened.

Good window displays were set up in neighbouring towns ... including, Millbrook, Havelock and Norwood. A contest was run in the Review in connection with TENNESSEE CHAMP, along with an extra large scene. The basis of this contest was naming as many champions as possible with the dates of their triumphs ... A few passes used as prizes was the only cost. Same contest in the Lakefield News.

Scenes were placed on off-theatre pages in the Review, Lakefield News, Millbrook Reporter and Norwood Register ... also the Havelock Standard. A large display made up from three and one sheets was set up on George Street right next to the Customs House.

For MISSION OVER KOREA and SKY COMMAND, Len set up a huge display of model planes, borrowed from Millard's Sport Shop, along with photos, 40 x 60's, inserts etc. covering his entire mezzanine. A most effective display indeed. Millard's cooperated by duplicating it in their large front window, with suitable credits.

Local sea cadets Len's guests, received mention in the local press. Scenes in the Review, Lakefield News. Mention in the Examiner.

## ROYAL - GUELPH

Ted used two street displays on CASANOVA'S BIG NIGHT, which were set up at main intersections in advance of and during the run. Kerr's went for a butterscotch tie-up, and donated 1500 samples of their product, which were placed in envelopes imprinted ... "Let this wee bit of butterscotch remind you to see ROB ROY at the ... etc." These were distributed on the streets in advance of the showing.

Ted's I SAW deal still in progress ... a good two column scene on an off-theatre page in the Mercury.

Love's T.V. tied in with Ted, and in their half-page ad featured picture of a bagpipe player captioned "No Need to ROB yourself of ROYal entertainment ... etc." Cute, huh?

## PARAMOUNT - PETERBORO

Point-happy Arthur is gonna be mad at me ... I'm really slicing his entries these days ... but remember Art, your deals are in weeklies ... not worth as much as the same thing in the Examiner ... so, how about concentrating on the big boys?

The Sunshine Sweepstakes contest is drawing to a close, and Mrs. Howe, Art's cashier is getting closer and closer to the number one spot ... Hope she makes it, as if I know Arthur, the whole town will know where she works and what's playing ...

In return for two guest tickets, Art is now receiving a ten dollar ad in both the Review and Lakefield News ... That's better. The Kist Good Deed Club still going strong ... RED GARTERS was given the royal treatment this week, with Rosy Clooney being featured 14 times, singing numbers from the show, with good theatre mention.

The Robin Hood show on Saturday mornings over CHEX is featuring a bike give-away, and the announcer makes sure that he makes liberal mention of the fact that the youngsters can see the bikes on display in the Paramount lobby ... The doll draw, in connection with the ORNAMENTAL SWIMMERS is still in full swing in the lobby. Looks like the gals will get that Olympic trip ...

More than sixty local merchants are tied in with the Robin Hood deal, each carrying mention of the Paramount's participation.

X.X.X.X.X

## FLASH

Just got my copy of this week's MOTION PICTURE HERALD, and am very pleased to see that Bob Harvey knocked off another Scroll of Honor, and Jack Bridges and Vern Hudson got away with citations. Keep it up fellows ... One of you must wind up with the prize one of these days ... IF you keep trying.

## HEGGIE ON HOLIDAYS

John Heggie will be away from the office for one week starting on May 17th ... If those theatres serviced by John have any comments on their bookings, please get in touch with him before that date.